

# case study

## From Clicks to Bookings

Prison Island Prague aimed to increase both physical visitor traffic and online reservations. The goal was to ensure steady revenue growth, establish a strong visual identity, and implement a scalable marketing approach. Marketinghup delivered a comprehensive solution encompassing performance marketing, web optimization, and creative visual assets.

## GOALS

### Boost visitor traffic and online bookings

Target local and international audiences with tailored digital campaigns.

### Strengthen brand presence

Develop a cohesive visual identity and high-quality content to increase trust.

### Maintain high ROAS and conversion rates

Implement continuous optimization for long-term sustainable growth.



## SOLUTION

### Meta Ads Strategy

- Retargeting and lookalike campaigns targeting visitors and previous customers
- Use of UGC videos to drive engagement

### Google Ads Strategy

- Performance Max campaigns for comprehensive reach
- Search campaigns supporting brand visibility

### Web & Visual Support

- Tracking user behavior through Microsoft Clarity for insights
- Web adjustments for higher conversion rates and enhanced mobile experience

## RESULTS

### Meta Ads Performance:

📊 ROAS: **620%**

⌚ Average Cost per Purchase: **CZK 537**

### Google Ads Performance:

📊 ROAS: **1040%**

⌚ Average Cost per Purchase: **CZK 313**

### Web & Visual Impact:

- Enhanced website performance and mobile UX
- Strengthened trust and consistent brand identity



## Conclusion

The collaboration with Prison Island Prague proves that a well-structured marketing strategy - blending data-driven performance campaigns, continuous web optimization, and a strong creative approach can drive substantial results. Marketinghup helped the client solidify their market presence and boost both online and offline customer engagement.